

# Memorandum



CITY OF DALLAS

DATE June 6, 2019

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Fair Park First Update**

On Monday, June 10, 2019, you will be briefed on the Fair Park First Update. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Joey Zapata'.

Joey Zapata  
Assistant City Manager

c: T.C. Broadnax, City Manager  
Chris Caso, City Attorney (I)  
Mark Swann, City Auditor  
Biliera Johnson, City Secretary  
Preston Robinson, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager  
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer  
Michael Mendoza, Chief of Economic Development and Neighborhood Services  
M. Elizabeth Reich, Chief Financial Officer  
Laila Alequresh, Chief Innovation Officer  
Directors and Assistant Directors

# Fair Park First

---

**DALLAS PARK &  
RECREATION BOARD**

June 10, 2019



# QUARTERLY UPDATE



# AGENDA

- Transition at Fair Park
- Fair Park First Board Update
- Spectra - Fair Park Management
- Key Performance Indicators
- Fair Park Events & Attendance
- Community Engagement - Our Partners
- Internship Program
- Capital Plan & State Fair Excess Revenue Projects
- Donor Relations
- Long Term Tenant Update
- Preview of Upcoming Events
- Questions

# TRANSITION AT FAIR PARK





# TRANSITION AT FAIR PARK

---

- **Recap of Activity**
  - October 24 –  
December 31
- **City of Dallas  
Employee Update**
  - As of December 31

# FAIR PARK FIRST BOARD UPDATE





# FAIR PARK FIRST BOARD UPDATE

---

- **Board update**
- **New Members**
- **New Fair Park First Website**



# FAIR PARK FIRST BOARD MEMBERS



**Darren L. James, FAIA**  
*President*



**Norm Alston,**  
**FAIA**  
*Secretary*



**Veletta Forsythe Lill**  
*Arts & Culture*



**Rev. Donald Parrish**  
*Community*



**Emily Ledet**  
*Banking*



**John Proctor**  
*Small Business*



**Arcilia Acosta**  
*Small Business*



**Ovidia Evelyn Amaya**  
*Fair Park Resident*



**Mercedes Fulbright**  
*Fair Park Resident*



**Margo Keyes**  
*Donor Relations*



**Sonja McGill**  
*Board Member*



**Jason Brown**  
*Board Member*



**Robb Stewart**  
*Dallas Park Board Liaison*




**Sonya Woods**  
*Dallas Park Board Liaison*

# WWW.FAIRPARKFIRST.ORG




### Engaging the Community

In addition to bringing more events, awareness and revenue, Fair Park First is committed to building community. Working closely with and giving back to our South Dallas neighbors will make the future of Fair Park that much brighter.



**Committed to Inclusion**

We seek to hire local South Dallas/Fair Park residents, create M/W/VeC and Veteran hiring programs and provide on-the-job training and career opportunities.




**Neighborhood Park**

Developing a neighborhood park with community input through consistent meetings with the community is vital to Fair Park.

### FAIR PARK FIRST

ABOUT US PARTNERS COMMUNITY CALENDAR CONNECT **DONATE** English Español



## A Message from Darren

As the President of the Board for Fair Park First, I would like to welcome and invite all of you to explore Fair Park. As a registered National Historic Landmark, it is a jewel in the Dallas Parks Systems.

# SPECTRA – FAIR PARK MANAGEMENT



# SPECTRA – SENIOR MANAGEMENT TEAM



**Peter Sullivan**  
*General Manager*



**Scott Norton**  
*Asst. General Manager*



**Dee Ann Hirsch**  
*Director of Operations*



**Julian Bowman**  
*Senior Director of Marketing*



**Eric Clein**  
*Director of Finance*



**Joe Skenderian**  
*Director of Corporate Partnerships*

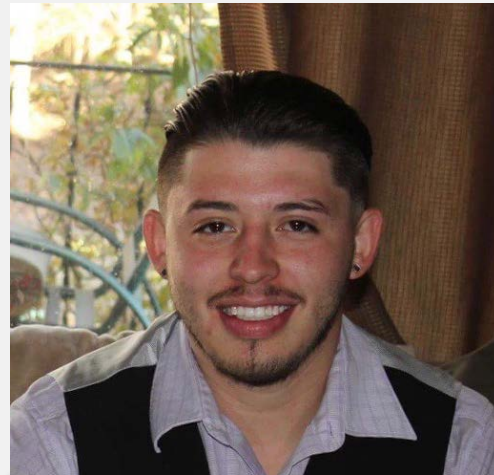


**Celia Barshop**  
*Director of Sales*

# SPECTRA – NEW EVENT MANAGER TEAM



**Ryan Bonifas**  
*Senior Event Manager*



**Stephen Marquez**  
*Event Manager*



**Oanh Nguyen**  
*Event Manager*



**James Taylor**  
*Event Manager*



# SPECTRA – FAIR PARK MANAGEMENT (CONT.)

## CURRENT STAFFING & POSTED POSITIONS

- **Currently 35 full time employees onboard**
- **18 posted full-time positions including:**
  - Sr. Operations Manager
  - Plumber (2)
  - Electrician
  - Sr. HVAC Tech
  - Pool Mechanic (2)
  - Digital Media Coordinator
  - Sr. Irrigation Tech
  - Operations Support Staff (3)
  - Pesticide Applicator
  - Crew Leader (3)
  - Trades Helper
  - Painter



# SPECTRA – FAIR PARK MANAGEMENT (CONT.)

- **Support of Resident Institutions**
- **Onsite Recommendations and Assessments**
  - HR
  - Food and Beverage
  - Ticketing
  - Operations
  - Marketing
  - Commercial Partnerships
- **Sales & Marketing Initiatives**
- **Sponsorship/Naming rights**

# KEY PERFORMANCE INDICATORS





# METRICS FOR SUCCESS

- **Number of Visitors to Fair Park**
- **Number of Events at Fair Park**
- **Community Engagement & Outreach Policies**
- **Local Internship Program**
- **Progress in Meeting City's BID Plan**
- **Managers Projected Net & Gross Operating Revenues**
- **Capital Improvements at Fair Park Funded with Operating Expenses**



# FAIR PARK EVENTS & ATTENDANCE



# FAIR PARK EVENTS & ATTENDANCE

- **January 2019**
  - 36 Events
  - 91 Event Days
  - 29,113 Estimated Attendance
- **February 2019**
  - 78 Events
  - 138 Event Days
  - 37,797 Estimated Attendance
- **March 2019**
  - 73 Events
  - 116 Event Days
  - 122,061 Estimated Attendance





# FAIR PARK EVENTS & ATTENDANCE (CONT.)

## RENEWED COMMUNITY EVENTS

- **Get Kidz Fit Expo/Mayor's Race – April 13**
- **DART Sr. Health Fair – May 16**
- **Texas Black Rodeo – June 15**
- **Fair Park 4<sup>th</sup> – July 4**
- **Battle in Big D, USA Boxing – July 13-15**
- **KwanzaaFest – December 14-15**
- **S.M. Wright Christmas in the Park – December 21**
- **Day One Dallas – December 28**

# COMMUNITY ENGAGEMENT – OUR PARTNERS



# COMMUNITY ENGAGEMENT – OUR PARTNERS



Master Plan  
Neighborhood Park



Community Engagement &  
Outreach



Community Engagement &  
Outreach

# INTERNSHIP PROGRAM





# INTERNSHIP



# INTERNSHIP PROGRAM

- Paid summer internship program involving Lincoln and James Madison High Schools
- 20 participants, 10 per school
- Eight (8) week program will involve hands on training in multiple departments at Fair Park and resident institutions including, marketing, event planning/booking, and operations
- Certification Programs
- \$1,000 scholarship for those who complete internship and go to college or trade school



# CAPITAL PLAN & STATE FAIR EXCESS REVENUE PROJECTS



# CAPITAL PLAN UPDATE



- **Capital Plan due May 31**
  - 17 of 24 Facility Audits completed
    - Provides a snapshot of current building states
    - Establishes baseline for improvements
    - Identifies additional capital needs
- **Continued Participation in all City of Dallas Bond projects of Fair Park**
  - Music Hall - elevator, ADA ramp, restrooms, and outdoor lighting.
  - Hall of State - water intrusion, ADA ramp and exterior cleaning.
  - Coliseum - seating, mechanical, electrical, plumbing repairs, and roofing

# CAPITAL PLAN UPDATE



- **Potential Capital Projects**

- Deferred Maintenance
- Future Tenant Renovations/Upgrades
- Historic Preservation
- Art Conservation
- Strategic Master Plan Initiatives
- Life Safety & Code Updates
- Building Systems

# STATE FAIR EXCESS REVENUE PROJECTS



**Cotton Bowl Scoreboard Replacement**



**Point of Sale System**

# DONOR RELATIONS



# DONOR RELATIONS

- **Baseline Data**
  - Capital Plan
  - Master Plan & Neighborhood Park
  - Annual & Periodic Events
- **Donor Relations**
  - Database development
  - Capital Needs Awareness
  - Group & Individual Meetings
- **Fund Sources & Partners**
  - Foundations
  - Individuals
  - Corporate Partners



# LONG TERM TENANT UPDATE



# LONG TERM TENANT UPDATE

## PROCESS OF EVALUATION

- **Master Plan Preliminary Findings**
- **Three Team Evaluation**
  - Biederman Redevelopment Ventures
    - Master Plan alignment
  - Spectra
    - Financial & Operational impact
  - Fair Park First
    - Fit in character and community of Fair Park campus
- **Criteria**
  - Unique attraction in DFW Metroplex
  - Financial Strength & Capability
  - Provide reason for new DAILY visitors to Fair Park





# PREVIEW OF UPCOMING EVENTS



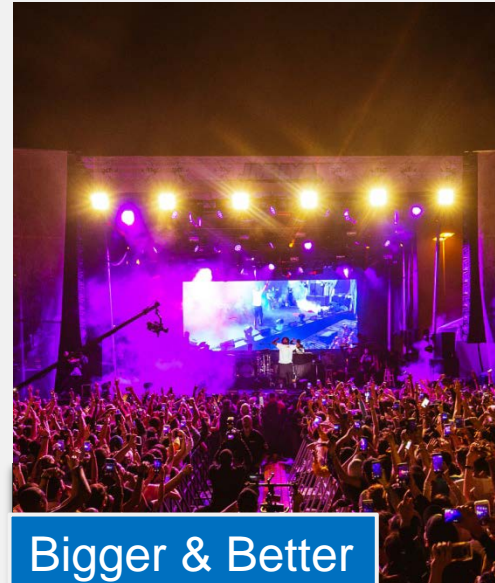
# UPCOMING EVENTS



**Dr. Pepper Dallas Cup**  
April 14 & 17



**EarthX**  
April 26-28



Bigger & Better

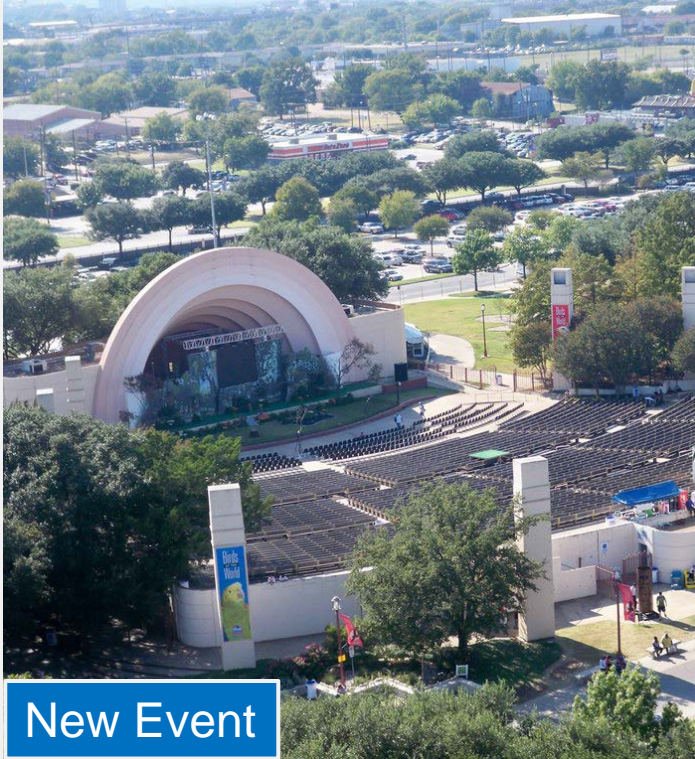
**JMBLYA Music Festival**  
May 3



New Event

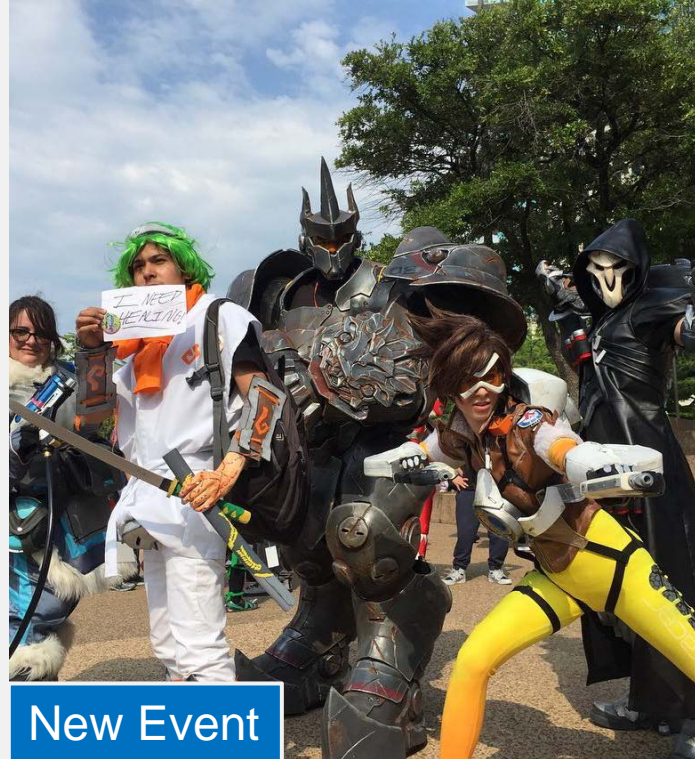
**Dallas Pride Festival & Parade**  
June 1-2

# UPCOMING EVENTS



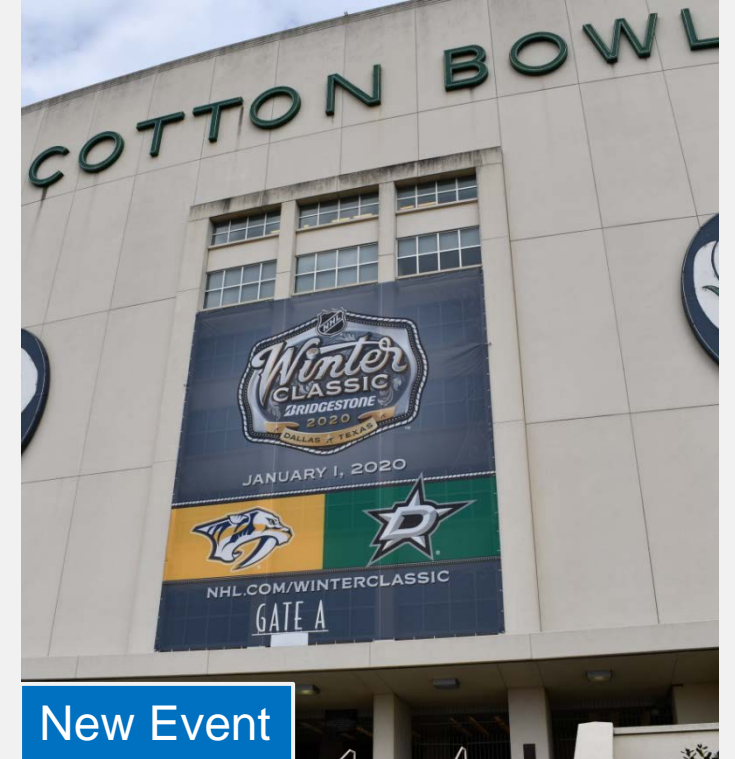
New Event

**Martini Blu Jazz Festival**  
May 11-12



New Event

**A-KON Anime & Gaming Festival**  
June 27-30



New Event

**NHL Winter Classic**  
January 1, 2020



# QUESTIONS?